MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DRP5024 – RESOURCE PLANNING SYSTEMS

(All sections/Groups)

4 OCTOBER 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 4 questions only.
2. Answer **ALL** questions.
3. Write all your answers in the Answer Booklet provided.

QUESTION 1

(a) List **THREE (3)** key elements in Management Information Systems. (3 marks)

(b) Briefly explain **FOUR (4)** Competitive Strategies by Porter. (4 marks)

(c) Considering the role of an introductory course in Management Information Systems (MIS), how do you believe it can contribute to developing your employability skills, particularly focusing on non-routine skills like abstract reasoning, systems thinking, collaboration, and the ability to experiment? Explain any **FOUR (4)** non-routine skills. Provide examples for each skill. (8 marks)

(d) Choose an industry/company that interests you and assess the strength of impact from the Five Competitive Forces. Determine whether these forces exert strong or weak influence on the selected industry. Answer in a table form. (10 marks)

[Total: 25 Marks]

QUESTION 2

(a) Explain **FOUR (4)** reasons why organizations standardize business processes. (8 marks)

(b) Define the following terms that related to business processes documentation.
(i) Business Process Model and Notation. (2 marks)
(ii) Roles and actors. (2 marks)
(iii) Swimlanes. (2 marks)

(c) As a student at Multimedia University, list **FOUR (4)** structured processes and **THREE (3)** dynamic processes within your university. (7 marks)

(d) A procedure can be defined as a set of instructions for a person that must be followed to operate the information system. Elaborate the set of instructions based on the following related systems.

(i) Online Course Registration Process (2 marks)
(ii) IT Helpdesk Ticket Handling (2 marks)

[Total: 25 Marks]

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QUESTION 3

(a) Clarify the following common business processes.
- (i) Operations Processes (2 marks)
- (ii) Outbound Logistics Processes (2 marks)
- (iii) Sales and Marketing Processes (2 marks)
- (iv) Service Processes (2 marks)
- (v) Human Resources Processes (2 marks)

(b) Discuss **FIVE (5)** methods in which information systems can enhance processes. You should explain these approaches using examples from a fast-food restaurant context. (10 marks)

(c) List **THREE (3)** scope of processes and **TWO (2)** category of process objective in organization. (5 marks)

[Total: 25 Marks]

QUESTION 4

(a) Differentiate ***analytics*** and ***analytics IS.*** (4 marks)

(b) Describe how organizations can benefit from ***supporting existing processes*** and ***developing new processes*** using analytics information systems. Provide real-world examples for each scenario. (4 marks)

(c) Explain the following terms:
- (i) Artificial Intelligence (AI) (2 marks)
- (ii) Knowledge Management (2 marks)

(d) Implementing AI systems often presents challenges related to technology, data, and ethics. Discuss **FOUR (4)** of the challenges. (8 marks)

(e) List **FIVE (5)** component of AI information systems. (5 marks)

[Total: 25 Marks]

End of Paper